

RATE CARD

NOVA Magazine™ is Australia's largest circulation holistic health and lifestyle publication. It is a **FREE** monthly publication CAB-Audited in two separate editions, EAST and WEST.

NOVA was founded in Western Australia in early 1994 and launched on the east coast of Australia in June 2002. The EAST edition serves the holistic market in NSW, Victoria, Queensland, the ACT and South Australia with 85,000 copies monthly.

The separate foundation WEST edition circulates throughout Perth and WA regional centres with another 40,000 copies monthly

NOVA Magazine at a glance

- Prints 125,000 copies monthly in two separate editions, EAST and WEST
- Both editions are CAB audited (EAST 80,236 at 30.9.2009; WEST 38,646 at 30.9.2009)
- Is distributed free from more than 1900 outlets around Australia
- Reaches at least 300,000 readers each month (based on actual readership surveys)
- Offers both editions online free in a turn-the-page format with free hyperlinks to advertiser websites
- Provides a stimulating range of articles on holistic health and lifestyle with a strong ethos of independent journalism, and practitioner columns seeking to expand awareness of a holistic approach to life



For more information call either of our offices

EAST:

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YOUR ADVERTISING CHOICES

NOVA Magazine offers a wide variety of display advertising to suit all budgets and marketing needs. In addition, we offer an inhouse design and production service to provide you with a highly effective advertisement tailored to the needs of newsprint publication at very reasonable rates. Lineage advertising is also available in a variety of styles. **Loadings apply for early pages and for guaranteed pages and positions. Please ask for details.**

DEADLINES

CHANGES TO EXISTING ADS: THE 5TH OF EACH PRIOR MONTH

BOOKINGS FOR NEW ADS: THE 12TH (EAST) AND THE 18TH (WEST) OF EACH PRIOR MONTH

(EARLIER DEADLINES IN CERTAIN MONTHS)

COLOUR ADVERTISING RATES & CHARGES		Please note: Prices quoted are per edition and all prices include GST			
DISPLAY ADS	1x	3x	6x	12x	Exact Dimensions in mm (h x w)
Back Cover BLEED	\$3623	\$3260	\$3080	\$2899	380 x 290 (live type area 340 x 250)
Full Page BLEED	\$3198	\$2878	\$2717	\$2558	380 x 290 (live type area 340 x 250)
Full Page	\$3052	\$2747	\$2594	\$2441	340 x 250
1/2 Page BLEED	\$2079	\$1871	\$1767	\$1663	182 x 290 (live type area 152 x 250)
1/2 Page	\$1985	\$1786	\$1686	\$1590	162 x 250 OR 330 x 122
1/3 Page	\$1427	\$1285	\$1214	\$1143	106 x 250
1/4 Page	\$1139	\$1025	\$969	\$890	78 x 250 OR 330 x 58 OR 162 x 122
1/5 Page	\$862	\$775	\$731	\$690	118 x 122 OR 58 x 247
1/8 Page	\$582	\$523	\$495	\$465	78 x 122 OR 162 x 58
1/16 Page	\$363	\$327	\$311	\$291	78 x 58 or 37 x 122

B&W ADVERTISING RATES & CHARGES		Please note: Prices quoted are per edition and all prices include GST			
DISPLAY ADS	1x	3x	6x	12x	Exact Dimensions in mm (h x w)
Full Page BLEED	\$2285	\$2055	\$1941	\$1827	380 x 290 (live type area 340 x 250)
Full Page	\$2180	\$1962	\$1853	\$1744	340 x 250
1/2 Page	\$1418	\$1276	\$1205	\$1135	162 x 250 OR 330 x 122
1/4 Page	\$813	\$732	\$692	\$636	78 x 250 OR 330 x 58 OR 162 x 122
1/5 Page	\$615	\$554	\$522	\$493	118 x 122 OR 58 x 247
1/8 Page	\$415	\$374	\$353	\$332	78 x 122 OR 162 x 58
1/16 Page	\$260	\$234	\$222	\$208	78 x 58 or 37 x 122
NOVA Guide (WEST ONLY)	\$286	\$258	\$243	\$230	120 words

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